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# JetBlue Airways' Live from T5 Concert Series Proudly Presents Sarah McLachlan

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**- Customers traveling through Terminal 5 at New York's JFK airport on Thurs., July 29 will enjoy a free, live show in celebration of Sarah's brand new album LAWS OF ILLUSION -**

**- Become a fan of JetBlue on Facebook and stay tuned for more details on how to win exclusive access at JFK for the Live from T5 performance -**

NEW YORK, July 21, 2010 /PRNewswire via COMTEX/ --

JetBlue Airways (Nasdaq: JBLU), the airline known for giving customers more free live entertainment in the skies, proudly announces an intimate, live performance by Sarah McLachlan on Thursday, July 29 at its state-of-the-art Terminal 5 (T5) at New York's John F. Kennedy International Airport (JFK). Celebrating her new album release, "***LAWS OF ILLUSION***," Sarah's concert will kick-off JetBlue's second annual *Live from T5* concert series, a unique live entertainment experience for customers on the ground.

(Logo: http://photos.prnewswire.com/prnh/20090217/NY71475LOGO-b )

(Logo: http://www.newscom.com/cgi-bin/prnh/20090217/NY71475LOGO-b )

The concert will take place post-security in the Marketplace at T5 and is not available for public purchase, but customers traveling on JetBlue through Terminal 5 at JFK will be surprised and delighted by Sarah's show. New York's hometown airline will also award 15 lucky winners and their guests exclusive access to the post-security event at JFK for Sarah's *Live from T5* performance, as well as tickets to Lilith Tour 2010's New York concert on July 31, and will release details on how to win to its fans on Facebook.

"We are honored to showcase Sarah McLachlan in our *Live from T5* concert series, giving our customers a free, live entertainment experience and intimate access to one of the most influential and inspiring artists in the industry," said Robin Hayes, chief commercial officer at JetBlue Airways. "Whether it's on the ground or in the air, we constantly look for ways to provide a one-of-a-kind travel experience that's valuable, fun and unique for our customers."

JetBlue's *Live from T5* concert series debuted in 2009 with performances by Dan Dyer, Nicole Atkins, American Princes, Alberta Cross and Justin Townes Earle, among others. JetBlue also hosted its first-ever Silent Disco with DJ Mark of Vhs or Beta, to celebrate Halloween in 2009. The concert series was developedin partnership with Superfly Marketing Group -- a division of New York-based Superfly Presents -- a multi-dimensional entertainment and marketing company with expertise in strategy development, creative programming, and lifestyle event production. *Live from T5* features hand-picked emerging artists from around the U.S. on select Fridays throughout the year.

JetBlue's live in-flight entertainment system boasts 36 channels of free DIRECTV(r) programming and more than 100 channels of free XM Radio(r) on personal seatback TVs. Customers can kick back at every comfortable leather seat, which offers the most legroom in coach of any U.S. airline (a), and enjoy complimentary snacks and drinks along with award-winning customer service. When looking to pamper themselves even further, customers can also purchase a first-run JetBlue Features movie for $5 on flights longer than two hours. The movies chosen are from six major Hollywood studios, including Disney, FOX, NBC Universal, Paramount Pictures, Sony Pictures and Warner Bros. On JetBlue's flights to the Caribbean and Latin America, movies are offered for free.

**About Sarah McLachlan**

The Lilith co-founder and multi-platinum and Grammy Award-winning singer/songwriter is back with her just released first album of brand new material in seven years entitled *Laws Of Illusion.* The album entered the Billboard Top 200 chart at #3 and garnered rave reviews*. USA Today* noted*:* "Some of her most buoyant and beautifully crafted songs ever. Candid and thoughtful, *Laws Of Illusion,* finds her tackling heartache head-on and leaves no doubt that she wants to find love again -- and will." Sarah has sold over 40 million albums worldwide and is the recipient of three Grammy Awards. After an 11-year hiatus, Sarah and her partners decided the time was right to celebrate women in music once again. She returns to the stage this summer as the only headliner on every Lilith date. www.sarahmclachlan.com

For further information re: Sarah McLachlan, contact: Sarah Weinstein Dennison/Arista Records publicity; 212-833-5593 or sarah.weinstein@sonymusic.com. For more info re: Lilith Tour 2010 contact: Danielle Romeo at Nettwerk Music Group; 212-760-1540 or romeo@nettwerk.com.

**About Superfly Marketing Group**

Based in New York City, Superfly Marketing Group (SMG) is the marketing division of Superfly Presents, a multi-dimensional entertainment agency and co-creator of the iconic Bonnaroo Music & Arts Festival, as well as other groundbreaking experiential events. Building upon Superfly's success as a touchstone for the millennial audience and leveraging the company's expertise with best in class production, SMG launched in 2009 as a strategic partner to brand marketers also attempting to reach this desirable target and drive lifestyle trends. Through its unique market insights, organic consumer approach, and robust industry relationships, SMG has been successful in developing creative programming and strategic marketing programs for a who's who of corporate titans both at Superfly-produced festivals and as standalone marketing programs. www.superflymarketinggroup.com

**About JetBlue**

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier also ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the sixth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 61 cities with 650 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

*(a) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.*

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